

**NEPI
ROCKCASTLE**

NEPI Rockcastle's Social Story

A large crowd of people is gathered at a night festival. In the foreground, a large blue circular structure with a purple glow is visible. The background shows a stage with a band performing, and a large crowd of people sitting on the grass. The scene is illuminated by stage lights and ambient lighting.

March 2026

Who we are

NEPI Rockcastle is more than the **largest retail property investor in CEE** - we are a dedicated partner to the communities we serve.

Our centers **bring people together**, create opportunities, and strengthen local economies through employment, business development, and cultural engagement. By working hand in hand with partners, we help **build stronger, more vibrant cities** that flourish well beyond walls of our malls.

At NEPI Rockcastle, we are creating **sustainable places** that make a positive difference in people's daily lives. Across our **60 properties** in Europe, we provide places to shop along with creating jobs, support local economies, and contribute to the vibrancy of local communities.



Shaping Cities, Empowering Communities

At NEPI Rockcastle, we believe that every development helps regenerate life within it and around it. Wherever we go, we don't just build spaces: we build connections, opportunities for sustainable and shared growth, while regenerating **the urban areas**.

8
countries

44
cities

60
properties

~350m
visits/year



Stakeholder Categories

Public Sector and Regional Authorities

Stakeholder Type	Role	Influence Level
National Governments	Policy, labor laws, compliance	High
Local Municipalities	Permits, community integration	High
Economic Development Agencies	Investment promotion, social impact	Medium
Industry Associations	Standards, benchmarking	Medium

Employees and Customers

Stakeholder Group	Expectations	Impact Level
Employees	Wellbeing, training, inclusion	High
Visitors/ Customers	Safety, accessibility, quality	High
Partners' Staff	Fair treatment, compliance	Medium
Future Talent	Career opportunities, internships	Medium

External Partner Network

Stakeholder Type	Role	Engagement Priority
Communities	Social license, job creation	High
NGOs	Advocacy, partnerships	Medium
Authorities & Regulators	Compliance enforcement	High
Tenants	Joint social programs	Medium
Suppliers	Ethical procurement	Medium
Academic Institutions	Research, innovation	Medium
ESG Investors	Transparency, reporting	High

NEPI Rockcastle urban regeneration

Our urban regeneration mission goes in two directions:

City Level Regeneration

Through our retail and mixed-use developments, we actively contribute to the transformation of cities. Our properties create modern urban destinations that attract investment, stimulate local economies, and generate thousands of jobs. Each shopping center becomes a catalyst for new life, helping cities evolve, adapt, and thrive.

We prioritize urban regeneration by transforming underutilized and outdated areas into vibrant, sustainable, and functional spaces, either by acquisition and modernization or developing from scratch. Construction projects are also revitalizing the infrastructure, enhancing public spaces, and fostering economic growth, while promoting environmental sustainability and social inclusivity.

Community Level Regeneration

Beyond physical spaces, we focus on people. We design and support initiatives that address real local challenges, from 2 areas: education and relevant local communities' challenges. By partnering with local stakeholders, we ensure that our CSR projects have a lasting, positive impact on the communities we serve.

Because for us, regeneration is not only about what we build, but also about the social story that we tell.

City Level Regeneration

6 stories of City Level Regeneration



Promenada Craiova, Romania

This is the newest shopping center we developed in Romania. We built a new boulevard that connects two important areas of the city.



Promenada Bucharest, Romania

This is our first mixed-use project including a shopping center, a hotel, office spaces, but also a theatre and a cinema. We are also addressing the lack of a modern cultural theatre in the city.



Arena Centar, Croatia

Arena Centar Zagreb was built on an underdeveloped area, a mix of neglected fields resembling an urban wasteland. Now, the shopping center is the biggest in Zagreb, offering a large variety of shops and services and is also a true business accelerator for the city.



Galeria Tomaszow, Poland

Former factory turned into a vibrant shopping location, in the heart of the city, preserving valuable heritage of the former building (with the furnace of the former factory still present in the building). Also surrounding old buildings present in the property land give character and uniqueness to the building.



Focus Mall Zielona Gora, Poland

A former textile factory transformed in a new shopping center and with the help of NEPI Rockcastle investment an unused area with beautiful traditional architectural structure was transformed into the most modern parking combining the contemporary art view with the biggest mural, 60-meter, by Polish artist, Jarema Drogowski.



Pogoria Shopping Center, Poland

Pogoria Shopping Center is a shopping center developed on an old plaza and is currently undergoing a significant refurbishment and expansion. The new project will become the center of the community, offering not only retail spaces, but also entertainment areas.

Promenada Craiova

The marshland of Craiova

Before the development of Promenada Craiova, the area was locally referred to as Balta Craioviței, a former marshy terrain that had long been drained and converted to urban land uses.

Starting around 2020–2021, the land owner cleared and reclaimed this land, preparing it for construction. The place was reshaped into a buildable site for modern urban infrastructure – including roads, parking spaces, cycling track, public transportation, and eventually Promenada Craiova. Local officials and developers described this change as a major transformation from neglected wetland to a key commercial and social hub.



Promenada Craiova

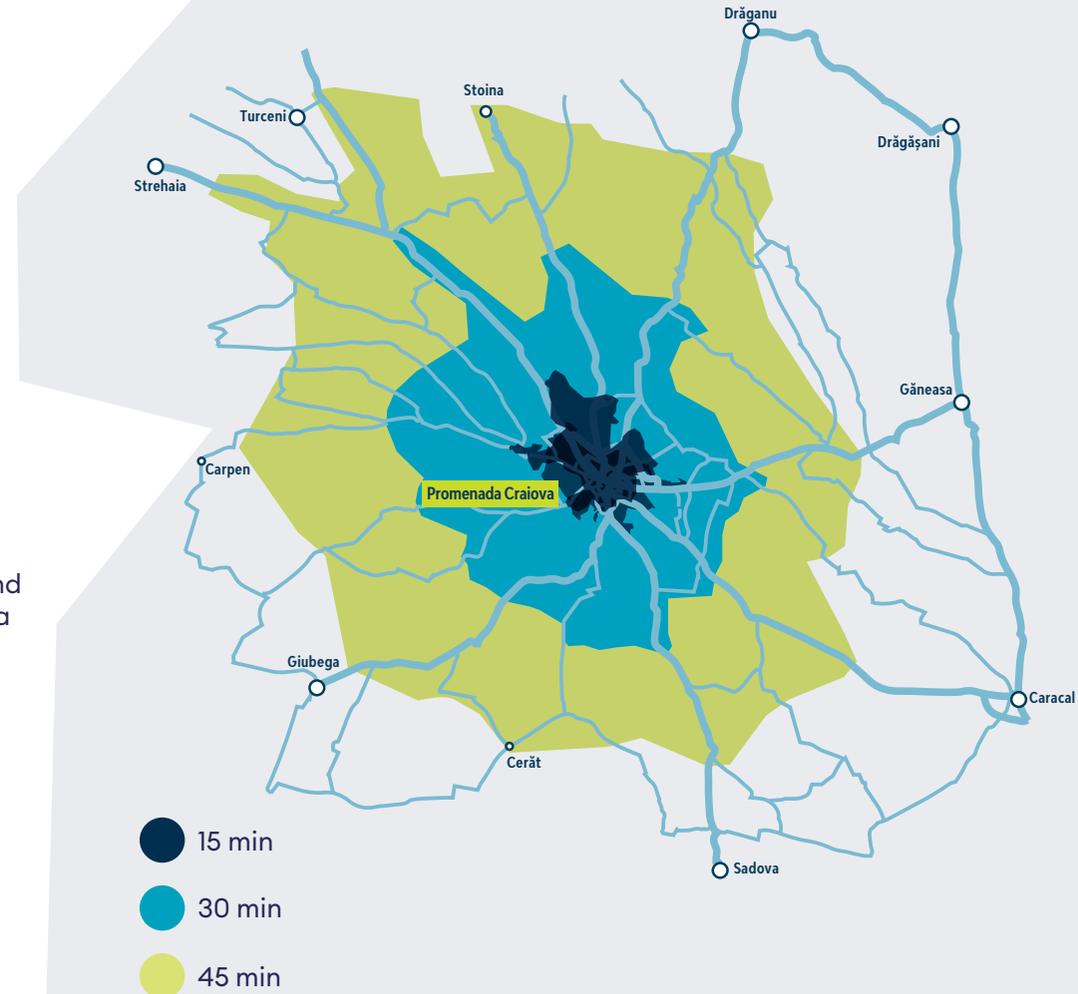
Berofe and after



Promenada Craiova

Local community impact

- **City scale:** Craiova has around 234.000 residents.
- **Unique visitors & reach:** Promenada Craiova reaches 195.163 unique visitors, highlighting its strong appeal beyond the city's population and its role as a key destination for the wider local and regional community.
- **Direct/indirect employment:** 1300
- **Community engagement:** Promenada Craiova was developed as a modern urban hub that extends beyond a traditional retail function. The project serves as a social and leisure destination for city residents and surrounding communities, fully integrated into the urban fabric. Strategic investments in infrastructure, accessibility, and public spaces have generated direct social benefits, strengthened community engagement, supported local employment, and contributed to long-term economic development, positioning Promenada Craiova as a key urban landmark and a driver of regional growth.
- Moreover, the 990-meter section of Bulevardul Râului built by NEPI Rockcastle plays a crucial role in Craiova's road infrastructure, connecting two parallel, busy streets and supporting both local development and improved citywide connectivity. The modern road has boosted urban and commercial growth in the area, ensuring better accessibility, safety, and smoother traffic flow. It also serves as an effective bypass, reducing congestion in central Craiova. Overall, this investment has significantly improved mobility and quality of life in the city, highlighting the importance of private contributions to sustainable urban infrastructure.



Promenada Bucharest

The Central Business District area

The plot where Promenada Bucharest now stands (at the intersection of Calea Floreasca, Șoseaua Pipera, and Barbu Văcărescu Street in northern Bucharest) was not previously occupied by a landmark building.

Before the mall was developed, the site was part of a less developed, mainly industrial area, especially in the early 2000s. Before Promenada Bucharest, the land consisted mostly of vacant lots, industrial halls, warehouses, and utility buildings.

According to real estate sources, the land was acquired around 2005 and previously belonged to former industrial facilities (such as automation or manufacturing plants).

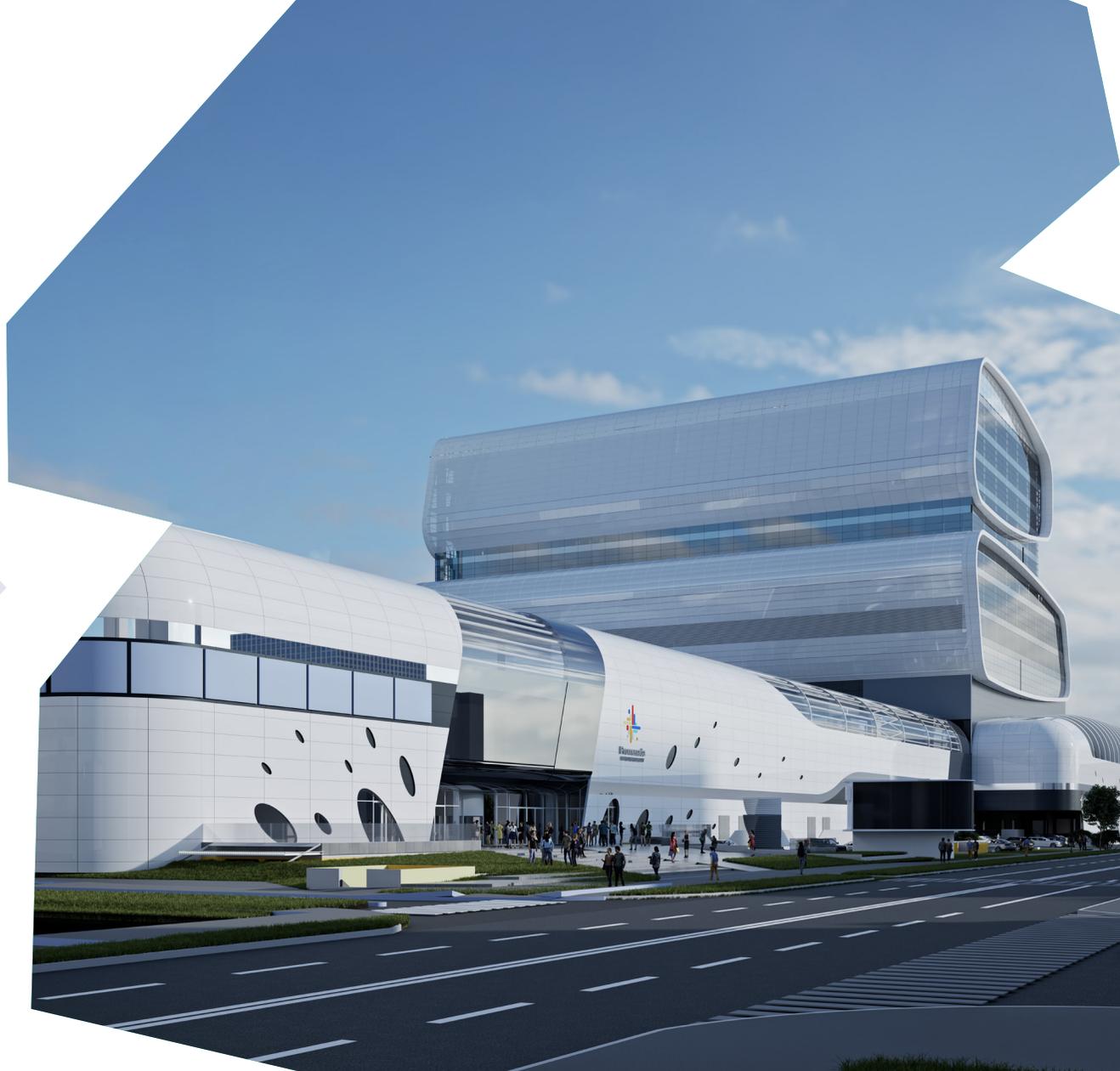
Currently, the area became the most important business district in Bucharest.

After the extension that NEPI Rockcastle is currently developing, Promenada will become a corporate ecosystem in the middle of the business district, offering shopping, food, culture, offices, hotel and amenities.



Promenada Bucharest

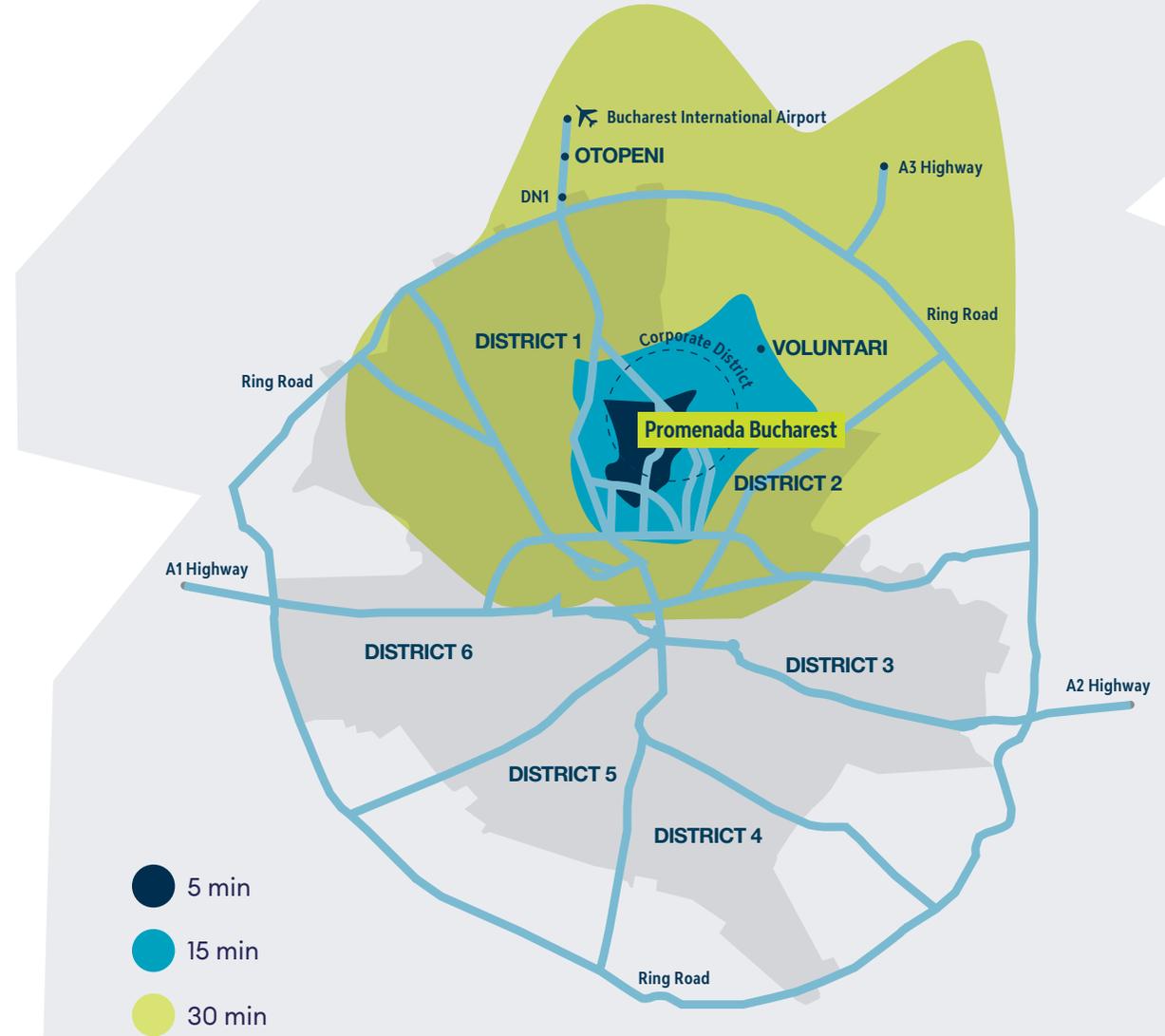
Berofe and after



Promenada Bucharest

Local community impact

- **City scale:** Bucharest has around 2.2 million residents.
- **Unique visitors & reach:** Promenada Bucharest catchment area covers 940,400 people.
- **Direct/indirect employment:** 1900
- **Community engagement:** Promenada Bucharest acts as a platform for cooperation with the local community, enabling social, educational and community-oriented initiatives.
- **Social role:** One-of-a-kind 7,000m² rooftop terrace with the most performant video projector in Romania for movie nights, concerts and outdoor events.



Arena Centar

The area where Arena Centar Zagreb stands today was previously undeveloped and lacked a clear urban purpose or infrastructure for citizens. With the construction of Arena Centar in 2010, alongside the development of the multifunctional Arena Zagreb hall, this part of New Zagreb underwent a significant urban transformation.

This transformation continued in 2018 when the Group acquired the mall and developed Arena Park, further expanding the area into a dynamic urban zone. Together, Arena Centar, Arena Park, and Arena Zagreb reshaped the city's skyline, creating a new urban hub that has become a recognizable destination for living, shopping, events, sports and entertainment. This development revitalized the area and also had a long-term positive impact on the quality of life of the local community, positioning the southern part of Zagreb as an important focal point of city life.



Arena Centar

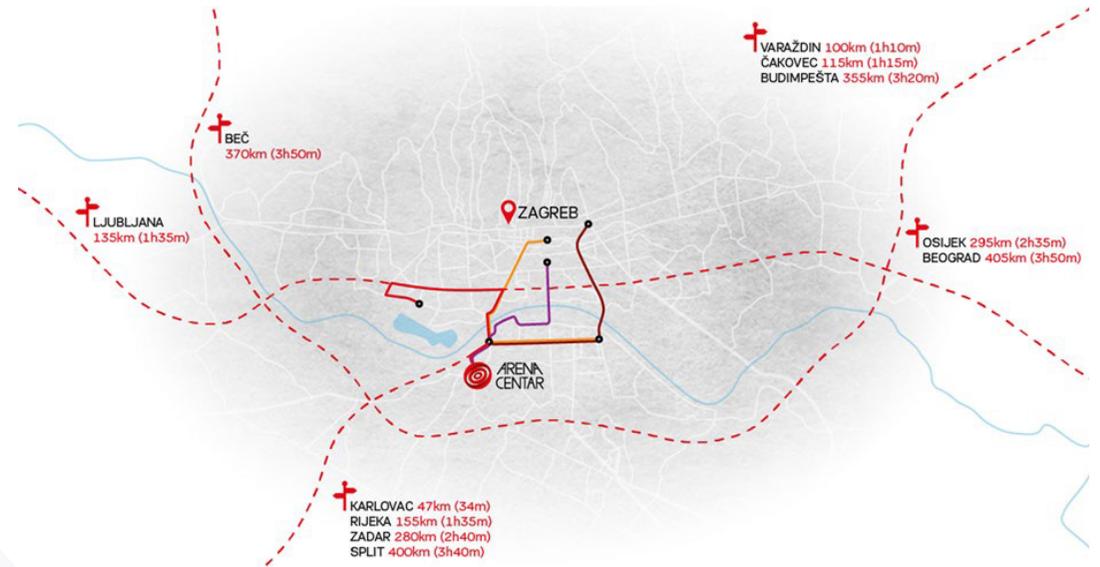
Berofe and after



Arena Centar

Local community impact

- **City scale:** Zagreb has around 770.000 residents.
- **Unique visitors & reach:** Because of its position and good highway connection, Arena Centar is accessible to more than 1.500.000 inhabitants who can reach the site by car within 1 hour.
- **Direct/indirect employment:** 2150
- **Community engagement:** Beyond its commercial role, Arena Centar plays an active social role within the local community. Through continuous collaboration with local partners, institutions, and organizations, the shopping center supports projects focused on education and community wellbeing.
- **Social role:** Arena Centar regularly engages with the community by hosting educational initiatives, supporting youth and sports programs, and creating platforms for socially responsible projects. By opening its space to meaningful initiatives and fostering partnerships that go beyond retail, Arena Centar acts as a community hub that encourages connection, learning, and positive social impact, contributing to the long-term development of the local area.



Galeria Tomaszów

From industrial heritage to modern retail:
the transformation of Mazovia in Tomaszów Mazowiecki

The Wool Industry Plant “Mazovia” in Tomaszów Mazowiecki was established in the 1950s as part of Poland’s post-war industrial development. The factory specialized in footwear production and gradually became one of the country’s leading manufacturers. In the 1970s and 1980s, “Mazovia” reached its peak, producing shoes for both domestic markets and export. After the political transformation in the 1990s, the plant began to lose competitiveness and faced financial difficulties.

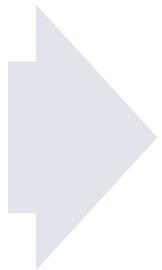
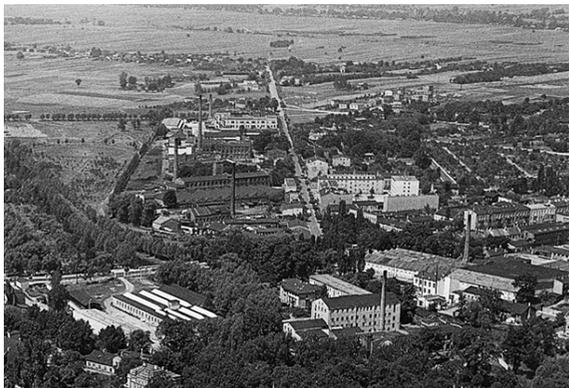
In 2005, the factory ceased operations, and its industrial buildings gradually fell into ruin. A new project—the Gallery—was created on the site of the former factory, integrating seamlessly into the city’s urban layout.

The design preserved historical elements such as the 19th-century chimney and faithfully reconstructed the brick details of the spinning mill. By re-purposing and reusing significant parts of the original industrial structures, the project extended the life of existing materials and reduced the need for new resources. The shopping center revitalized a neglected part of the city and incorporated references to the textile heritage in its logo. The Gallery obtained a prestigious BREEAM certificate, offers modern amenities, and serves over 200,000 residents of the city and surrounding region.



Galeria Tomaszów

Berofe and after



Galeria Tomaszów

Local community impact

Galeria Tomaszów is located in the very heart of Tomaszów Mazowiecki, at the busiest transport hub between the main arteries—Barlickiego Street and Warszawska Street—right next to the Wolbórka River, the site offers excellent connectivity with the city's infrastructure and the region via the national road linking Warsaw, Wrocław, and Katowice.

- **City scale:** Tomaszów Mazowiecki has around 57,500 residents
- **Unique visitors & reach:** Galeria Tomaszów reaches 64,715 unique visitors, meaning the mall goes far beyond the city population and serves the wider local and regional community
- **Direct/indirect employment:** 500
- **Community engagement:** Galeria Tomaszów acts as a platform for cooperation with the local community, enabling social, educational and community-oriented initiative (e.g. Summer Youth Stage)
- **Social role:** a central, accessible place that supports everyday needs, meetings and social activity in the city centre. One of the most important places on the city plan; place where residents of a small town can experience the big city life



Focus Mall Zielona Gora

The „Polska Wełna” factory

The textile factory located on Wrocławska Street was established in the 1830s, during the flourishing period of the textile industry in Zielona Góra. The modern factory complex on Wrocławska Street was built between 1920 and 1926. It remained in operation in its original form when it came under Polish ownership in 1945.

Known as Polska Wełna (Polish Wool), it was one of the largest wool industry plants in the country. During its heyday, the factory employed three thousand people. However, it faced a decline and eventually went bankrupt in 1999.

Many of its structures and materials, despite falling into disuse, later offered significant opportunities for re-purposing and reuse, enabling the site's industrial heritage to be preserved while reducing the environmental impact of the new construction.



Focus Mall Zielona Gora

Berofe and after



Focus Mall Zielona Gora

Local community impact

- **City scale:** Zielona Góra has around 140,000 residents.
- **Unique visitors & reach:** Focus Mall reaches 240,060 unique visitors, meaning the mall goes far beyond the city population and serves the wider local and regional community.
- **Direct/indirect employment:** 1900
- **Community engagement:** Focus Mall acts as a platform for cooperation with the local community, enabling social, educational and community-oriented initiatives.
- **Social role:** a central, accessible place that supports everyday needs, meetings and social activity in the city centre.



Community Level Regeneration

At **NEPI Rockcastle**, we believe that the wellbeing of the communities we serve is not only essential but intrinsically connected to the long-term success of our business. With our retail centers **welcoming hundreds of millions of visitors** each year, we are well placed to contribute positively to the communities we serve.

Our current community engagement strategy is designed to **provide lasting benefits for local communities** and society more broadly, with a focus on two key pillars:

Education

Raising awareness on pressing issues and engaging in projects with cultural and educational value.

Community

Through local dialogue and actions we engage stakeholders in continuous collaboration to address pressing local needs and co-create solutions.



NEPI Rockcastle's Community Level Regeneration: 5-10 year roadmap



NEPI Rockcastle's 2022 - 2025 CSR overview of Community Level Regeneration

2022-2023

~112-255

CSR actions in 9 countries

~€3.9m

invested into CSR

60k-200k

Reach

2024

339

CSR actions in 8 countries

~€3.1m

invested into CSR

2 million

Reach

2025

over 380

CSR actions in 8 countries

~€3m

2025F investment into CSR

~3 million

Reach



Community

Building Stronger Communities

Community

Building Stronger Communities

At NEPI Rockcastle, we believe that understanding society's needs starts with listening. This is why **Community** is one of the two core pillars of our social engagement strategy. Our shopping centers are an essential part of everyday life in the communities where we operate, giving us distinctive opportunity and duty: to build meaningful, ongoing connections with people around us.

Our ambition is to make Community a platform for co-creating solutions that foster trust, resilience, and shared value for society.

~114

CSR actions
in 8 countries
2025F

1m

Reach
2025

1

Stakeholder Engagement

Continuous dialogue with local authorities, NGOs, and community representatives ensures our initiatives are relevant and impactful.

2

Employee Involvement

We view our employees and those of our partners important contributors, providing them with opportunities to contribute to social progress.

3

Structured Feedback Channels

Both online and offline platforms allow stakeholders to share concerns and co-create solutions.

4

Outcome Measurement

We use research, satisfaction KPIs, and project evaluations to refine our efforts and maximize long-term outcomes.

Community 2022-2023



Health under control

A campaign of medical awareness conducted in cooperation with the local branches of the International Medical Students' Association IFMSA-Poland and people benefited of free medical exams.

6 activities in Poland



Go Healthy Girl

A campaign dedicated to women health that included talks with doctors, psychologists and free ultrasound exams for all women that came to the meetings.

3 activities in Poland



Great Orchestra of Christmas Charity

Great Orchestra of Christmas Charity (WOSP) is the biggest charity action in the world. All our shopping centers joined this purpose collecting money for a specific purpose.

14 activities in Poland



The Longing Park

A park for all the community around the shopping center. People can adopt a tree and take care of it.

1 activity in Romania

Community 2024



Shakespeare Dimensions

We developed together with National Theatre in Craiova an immersive theatre installation inspired by "The Storm" by William Shakespeare adapted for the young generation.

3 activities in Poland and Romania



Flood in Poland

We provided emergency support to three villages in Poland severely affected by flooding delivering essential aid such as first aid kits, power generators, drinking water, blankets, and other vital supplies to families who lost their homes.

17 activities in Poland



Garden of Ideas - Park in Craiova

We created a relaxing garden at the University of Sports in Craiova with planters and benches, two pavilion structures, deck modules, hammocks, beanbags, decorative solar lighting and mural art.

1 activity in Romania



Sculpture of the year Park Timisoara

This project is a proof of transforming urban spaces through art. The partnership with Peter Jecza Sculpture of the year contest helped us transform a green empty space in a vibrant artistic park with 6 sculptures by famous and young artists.

1 activity in Romania

Community 2025



Thank you! signed your beach

We supported the biggest beach cleaning action in Constanta and also the cleaning of the most important park in Constanta.

1 activity in Romania



Sibiu International Theatre Festival

Supporting one of the biggest theatre festivals in Europe and hosting more than 60 free theatre plays in Promenada Sibiu.

1 activity in Romania



Skate Park Ploiești

After consulting the community we are building together with the local authorities a skatepark in Ploiesti.

1 activity in Romania



Sculpture of the year Park Timisoara

This project is a proof of transforming urban spaces through art. The partnership with Peter Jecza Sculpture of the year contest helped us transform a green empty space in a vibrant artistical park with 8 sculptures by famous and young artists.

1 activity in Romania



Community 2025



Connecting with the community

Together with parent-led association *Kvart za pet* we supported a local initiative that brings children together through sports and play. The event fosters stronger neighbourhood connections.

1 activity in Croatia



Health Campaigns

Through our shopping centers we host and support important health campaigns including Men's Health Day, Health Under Control, and blood donation campaigns. The campaigns have an informative approach and have prevention actions included.

30 activities in Poland, Hungary, Romania



Understanding others

In Forum Liberec we supported an NGO that takes care of families affected by cancer. We offered flowers to women that are coming to our shopping center and talked about the struggles of those affected by this disease.

1 activity in Czech Republic



"See the invisible"

"No music in the morning" and "My special son" are two initiatives that increase awareness about invisible disabilities like autism. Also, we managed to raise funds for helping NGOs involved in the projects.

1 activity in Lithuania



Education

A Catalyst for Urban and Cultural Transformation

Education

A Catalyst for Urban and Cultural Transformation

NEPI Rockcastle embraces a **360° approach** to education that goes **beyond formal learning**, using awareness initiatives to inform and inspire action on key social, health, and environmental topics. The Group also supports cultural and creative education through art, design, and innovation-driven projects that encourage dialogue and new ideas.

Aligned with the UN Sustainable Development Goals, particularly SDG 4 on Quality Education, this holistic commitment fosters growth and enhances the social and cultural vitality of the places where NEPI Rockcastle operates.

As one of the most effective paths to empowerment, education lies at the heart of NEPI Rockcastle's mission. Our 360° approach reaches beyond the classrooms to involve students, teachers, artists and the communities around them.

266

CSR actions
in 8 countries
2025F

2m

reach
2025

1

Awareness Campaigns

Informing and inspiring action on key social, health, and environmental issues, cultural and creative education, supporting art, design and projects that stimulate dialogue and innovation.

2

Formal Partnerships

Collaborating with schools, universities, and training institutions to foster skills development and (lifelong) learning.

3

Broader Opportunities

Backing initiatives that encourage critical thinking and inclusive growth.

Education 2022-2025 - multiple years projects



AVE- transforming the teaching methods

A special program designated for school principals to help them become managers and to transform their schools in modern educational spaces.

2023: less than 50 schools involved
2024: 70 schools involved
2025: 100 schools involved

21 activities in Romania



Empty Classroom/ Safe Internet

Helping schools from vulnerable areas to develop a fully equipped library by encouraging donations of books, playing theatre plays about preventing drug use and creating a special program for teachers, children and parents about bullying on internet.

2022: 20.500 children
2023: 30.000 children
2024: 45.000 children
2025: more than 50.000 children

21 activities in Romania



Circular Fashion Initiatives

NEPI Rockcastle's circular fashion initiative is a creative, community-focused approach to social actions. Turning recycled materials into an art installation promoting sustainable living into new clothes and accessories for disadvantaged children.

2024: 4 tons of clothes
2025: 8 tons of clothes

21 activities in Poland, Slovakia, Romania and Bulgaria

Education 2022-2025 - multiple years projects

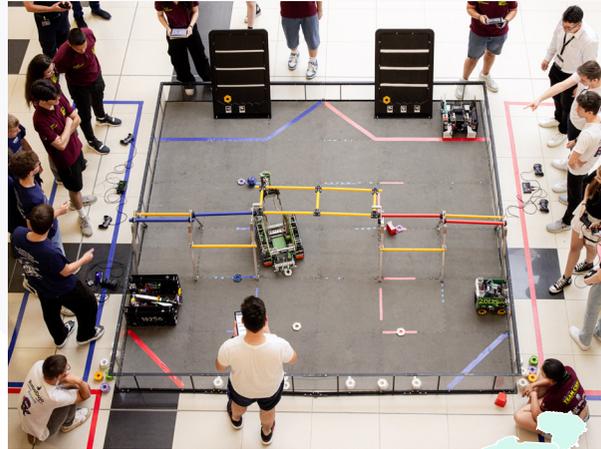


Youth at the Centre

A nationwide social program that supports the young generation in building respectful relationships and self-esteem and motivation to act in society. Realized with the help of local authorities.

2023: 5.000 teenagers
2024: 12.500 teenagers
2025: 17.200 teenagers

14 activities in Poland



First Tech Robot

Youth robotics competitions that inspire innovation, build confidence, and prepare young people for life and organized by the largest organization in the world.

2024: 12.300 reach
2025: 15.500 reach

12 activities in Romania



GOPO Talks

It is a project dedicated to students and young actors, directors and screenwriters to develop, to evolve professionally and to discover new ways of collaboration through dedicated meetings and workshops.

2024: 1.500 reach
2025: 2.000 reach

1 activity in Romania

Education 2022-2025



Fast. Fearless. Electric

Workshops and demonstrations of the importance of driving safe and the benefits of electric car usage with a famous car pilot.

4 activities in Romania



Climate Change Museum

The first interactive museum in Romania dedicated to climate change. The aim of the museum was to show children how nature is affected by the climate changes and how their actions can influence the environment.

1 activity in Romania



The Picasso Effect & Brăncuși Exhibition

We supported on bringing the first international exhibition in Romania in the last 54 years - The Picasso Effect and the most complex exhibition of the famous Romanian artist: Constantin Brancusi.

6 activities in Romania



This is your life/ Fast. Fearless. Electric

Driving safety and prevention for the young generation having the olympic champion David Popovici as an ambassador.

16 activities in Romania



Shaping Cities, Empowering Communities